



CITY OF LODI

COUNCIL COMMUNICATION

AGENDA TITLE: Feasibility Study for the Minton Building

MEETING DATE: September 15, 1993

PREPARED BY: Parks and Recreation Director

RECOMMENDED ACTION: That the City Council approve a feasibility study to be done to address the potential of the Minton Building on Beckman Road in the industrial track area and hire an appropriate consultant to do same.

BACKGROUND INFORMATION: It was suggested at the shirtsleeve session of August 31, 1993 by Mr. Frank Alegre that the City of Lodi look into the Minton Building as a possible site for a community center facility. At the September 1, 1993 meeting of the City Council, Mayor Pennino suggested that staff and the Parks and Recreation Commission look into the Minton facility. On September 2, 1993 Chairman Bob Johnson, Commissioner Chad Meyer, the Parks and Recreation staff, and Greg O'Leary toured the facility and saw some real potential. A meeting was then called on September 7, 1993 with the City Manager, Mayor, Bob Johnson, Chad Meyer, Roger Houston (Community Development), and the Parks and Recreation Director to discuss the site and its pros and cons. It was suggested that the Parks and Recreation Commission discuss the facility and possibly call for a feasibility study to be done to answer the many questions that exist with the facility.

The topic was then taken to the Parks and Recreation Commission's meeting of September 7, 1993 for general review and direction. A 5-0 vote was taken recommending that the City Council support and call for a feasibility study to be done to address the various questions that exist - location, uses, structural upgrades for code, financial considerations, funding, etc. The commission therefore asks for your consideration and direction to hire a consultant and do a related feasibility study. (See Exhibit A for building information and Exhibit B for community support.)

FUNDING: There is a strong possibility, indicated by Assistant City Engineer, Richard Prima, that the study could be funded by Developmental Impact Fees, otherwise the money would come from the general fund.

Ron Williamson
Parks and Recreation Director

RW/sh
Attachments

cc: Parks and Recreation Commission
Greg O'Leary
Parks Superintendent

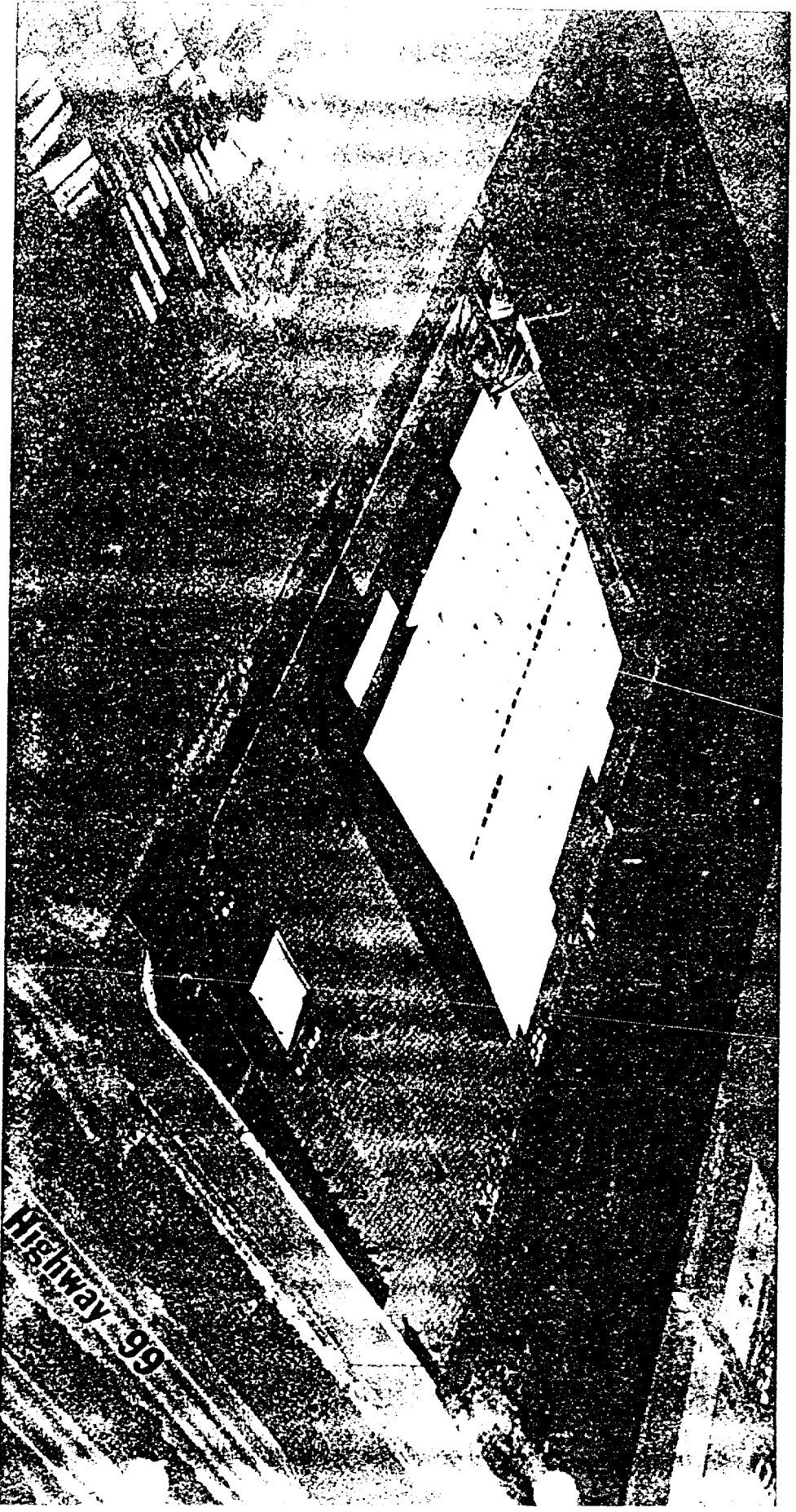
APPROVED: _____

THOMAS A. PETERSON
City Manager



recycled paper

AVAILABLE MANUFACTURING / DISTRIBUTION FACILITY



400 S. Beckman Road, Lodi, CA

- 101,950 + S.F.
- Located on 19.91 ± Acres



COMMERCIAL

Rosa' & Rosa'

RANDALL W. ROSA'
RAMONA G. ROSA'
MEMBERS NATIONAL ACADEMY
OF ELDER LAW ATTORNEYS

Catherine D. Klipfel
Administrator

Donna L. Reynolds
Law Clerk

(pronounced Ro-zay and Ro-zay)
A Professional Law Corporation

Please Direct
All Correspondence To:

35 S. School Street
P.O. Box 1223

Lodi, CA 95241-1223
(209) 333-8061

FAX: (209) 333-8065

Other Offices:
911 22nd Street
Sacramento, CA 95816
(916) 442-2989

Galt, CA
(209) 745-2950

Modesto, CA
(209) 522-0120

Fairfield, CA
(707) 425-0619

Jackson, CA
(209) 223-1914

September 3, 1993

~~Mr. Steve Mann~~

~~Mr. Phil Pennino~~

Mr. Jack Siglock

Mr. Randy Snyder

Mr. Ray Davenport

Lodi City Council

221 W. Pine Street

Lodi, CA 95240

Dear Steve, Phil, Jack, Randy, and Ray:

I read with great interest the September 3, 1993 article in the Sentinel regarding the new City Center. I think the old Horseman's Complex makes great sense, and offer some thoughts to help the process:

(1) Putting the center downtown, or in/near a residential neighborhood will cause congestion and risk another "hang-out" problem with kids.

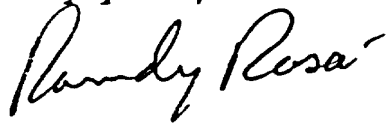
(2) The Horseman's Complex poses transportation and access challenges. Like any other "challenge", the goal is to find solutions. We are in the process of revising our local transportation system anyway, how about a fixed route system that includes the Complex/City Center? Also, we need to consider the use of bike paths, so why not a fixed-route transit system that includes good bike paths to and from major public facilities? Safety and economy are only two aspects addressed by a bike path.

(3) The extra acreage can be used as "swap-bait" for many community problems: environmental, new schools, industrial, parks, etc...

Guys, I think this is a great chance for the city: indoor hoops, indoor soccer, indoor softball and baseball, dances, concerts and perhaps even the possibility of one day having a convention center! The complex and acreage would surely support a low-key hotel and convention center at some point in the future. As the city grows, the emphasis is on courage and leadership. I'm

sure glad we have you guys on the council. Good luck!

Very truly yours,

A handwritten signature in cursive script that reads "Randy Rosa". The signature is written in dark ink and is positioned above the typed name.

Randy W. Rosa'
RWR/jt

September 14, 1993

Scott Essin
CITY OF LODI
PARKS & RECREATION DEPARTMENT
125 N. Stockton Street
Lodi, CA 95240

9/15
F/G

SUBJECT: MINTON BUILDING FEASIBILITY STUDY

Dear Scott:

Following is information to assist you in your presentation before City Council this Wednesday night about the feasibility study of the Minton Building. The three major questions that we believe City Council will be most concerned about will be:

1. What will be accomplished by the feasibility study and what will be the process and final product of the study?
2. How long will it take?
3. How much will it cost?

The scope of work required to accomplish a comprehensive and realistic feasibility study would be as follows:

ARCHITECTURE

PLANNING

EXTERIORS

Larry Wenell

Tim Mattheis

Thomas Bowe

Architect

222

W. Lockford St.

Suite # 2

Lodi, California

95240

209/369-8258

City

City Manager's Office

City

**MINTON BUILDING FEASIBILITY STUDY
PROPOSED SCOPE OF WORK**

STEP	TASK	TIME FRAME
Step 1	<ul style="list-style-type: none"> • Develop design program with Parks & Recreation staff using the recently completed Parks & Recreation Master Plan as the base document. • Conduct initial field investigation and analysis of existing site and buildings. • Review design program with Parks and Recreation Commission 	1-2 weeks
Step 2	<ul style="list-style-type: none"> • Analyze proposed alternatives for accommodating the program uses on and within the existing site and building. • Prepare code analysis of existing building regarding life safety and occupancy issues; i.e., construction type, allowable areas, occupancy separations, required exits, fire sprinklers, etc. • Determine utility infrastructure requirements for proposed uses; i.e., electrical, water, sewer, storm drain, HVAC, etc. • Prepare budget cost estimates for proposed alterations and/or phasing of the work. • Review proposed alternatives with Parks & Recreation staff and Parks & Recreation Commission. 	3-4 weeks
Step 3	<ul style="list-style-type: none"> • Prepare final report including all site analysis, proposed alternatives, master plan and budget cost estimates. • Prepare presentation master plan. • Presentation to City Council. 	1-2 weeks

Minton Building Feasibility Study
September 14, 1993
Page 3

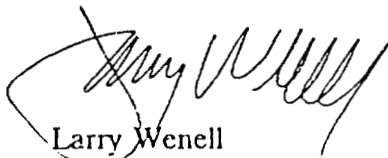
The time frames show ranges based upon the necessity of meetings with Parks & Recreation Commission and City Council. If special Commission meetings can be scheduled, the time frame can move faster than if we meet on regularly scheduled meeting times.

The fee based upon this proposed scope of work is estimated to range from \$10,000 to \$15,000. The final fee would be based upon a finalized scope of work.

We hope this information is helpful to you. We look forward to assisting you with this study.

Sincerely,

WENELL MATTHEIS BOWE



Larry Wenell
President

LW:mh

M E M O R A N D U M

=====

TO: The Honorable Mayor and
Members of the City Council

FROM: City Manager

DATE: September 14, 1993

SUBJ: Complaint Regarding 911 System

At its regular meeting of August 18, 1993, the City Council heard a presentation by Mr. George Newmarch in which he made negative comments regarding the City of Lodi's 911 system. In his remarks, Mr. Newmarch on two occasions referred to "the grumpy 911 operator." His call to 911 was to report some teenagers throwing rocks in the street and blocking his way.

At the conclusion of his remarks, I assured Mr. Newmarch I would look into the matter. On my request, the Chief of Police researched the tape on which this call was recorded in the dispatch center. Attached is a copy of the transcript of Mr. Newmarch's remarks to the City Council. Also attached is a copy of the transcript of the brief exchange between Mr. Newmarch and the 911 dispatcher.

TAP:br

Attachment

CCCOM843/TXTA.07A

COMMENTS BY MR. GEORGE NEWMARCH
AT THE AUGUST 18, 1993 CITY COUNCIL MEETING
REGARDING THE CITY OF LODI 911 EMERGENCY SYSTEM

=====

Newmarch: Mr. Mayor, City Council. I am George Newmarch, Post Office Box 355, Lodi, California, USA.

I'm just a poor country bumpkin trying to be a good citizen. Sometimes it would be easier to be a bad one. For instance, take what happened to me the other day in Lodi. I was driving home from work in my old Ford. On Rutledge, I came upon about a dozen teenagers running around in the street and throwing golf ball size rocks at each other. They wouldn't let me pass through, so I made a U-turn and went home another way. I figured somebody would get run over or otherwise hurt, so I called 911. That was a big mistake on my part. That call ruined the rest of the day for me. I should have been a bad citizen and forgot the whole thing. The grumpy 911 operator asked me if my call was a matter of life or death. My answer was "no", because at the time it wasn't. The grumpy operator told me my call was not an emergency, that I shouldn't have called 911, and that I should have called the non-emergency number. Her tone of voice made me feel like a criminal, for a moment anyway. Then I got real indignant. I remembered that about 2-1/2 hours before an adult male was beaten by a group of young people in the same neighborhood. Also, I remembered that around Christmas time I had called 911, was connected to Lodi Police Dispatch, and quickly had the problem taken care of, and that wasn't a matter of life and death either.

I decided that it was time to complain about 911. I found the non-emergency number after about five minutes thumbing through the Lodi phone book. I dialed it, but I got no answer. Then I called Chief Hansen's office. An extremely courteous lady there connected me with the Watch Commander. I told him of my problem and learned a very interesting thing about Lodi's 911 system. And that's why I am here talking to you tonight. According to the Watch Commander, the Lodi 911 operator cannot connect the caller with the Lodi Police Dispatch Office. The caller has to hang up and dial themselves. Why my call at Christmas time was successful was because I had called on a cellular telephone which automatically has the call routed through the Highway Patrol 911 operator, instead of the Lodi 911 operator. The CHP system allows the 911 caller to be connected to Lodi Dispatch while the Lodi 911 system does not. It seems that Lodi with its "we've got to be first" syndrome may have been first in getting the 911 system, but they may have gotten one that has some deficiencies.

I have two requests of the City Council. I realize you may not be able to act on them tonight, but perhaps you can have it acted on somehow or other. My first request is check and find out if what I've been told is true, assuming it is, get the 911 system fixed. Getting Police assistance shouldn't be an ordeal for the citizen. My second request, have criteria or guidelines put in with our utility bills telling citizens under what circumstances they can and cannot call Lodi 911. Do we have to see lots of blood, body parts, or what before we can call 911. Does it really have to be a life or death situation as the 911 operator indicated to me. Let us citizens know.

911 PHONE CALL PLACED BY MR. GEORGE NEWMARCH
ON AUGUST 10, 1993

=====
Dispatcher: 911, what's your emergency?

Newmarch: Hi, there's a group of kids throwing rocks across Rutledge Drive.
They made me stop...

Dispatcher: Okay, Sir, next time don't use the 911 for this, okay...

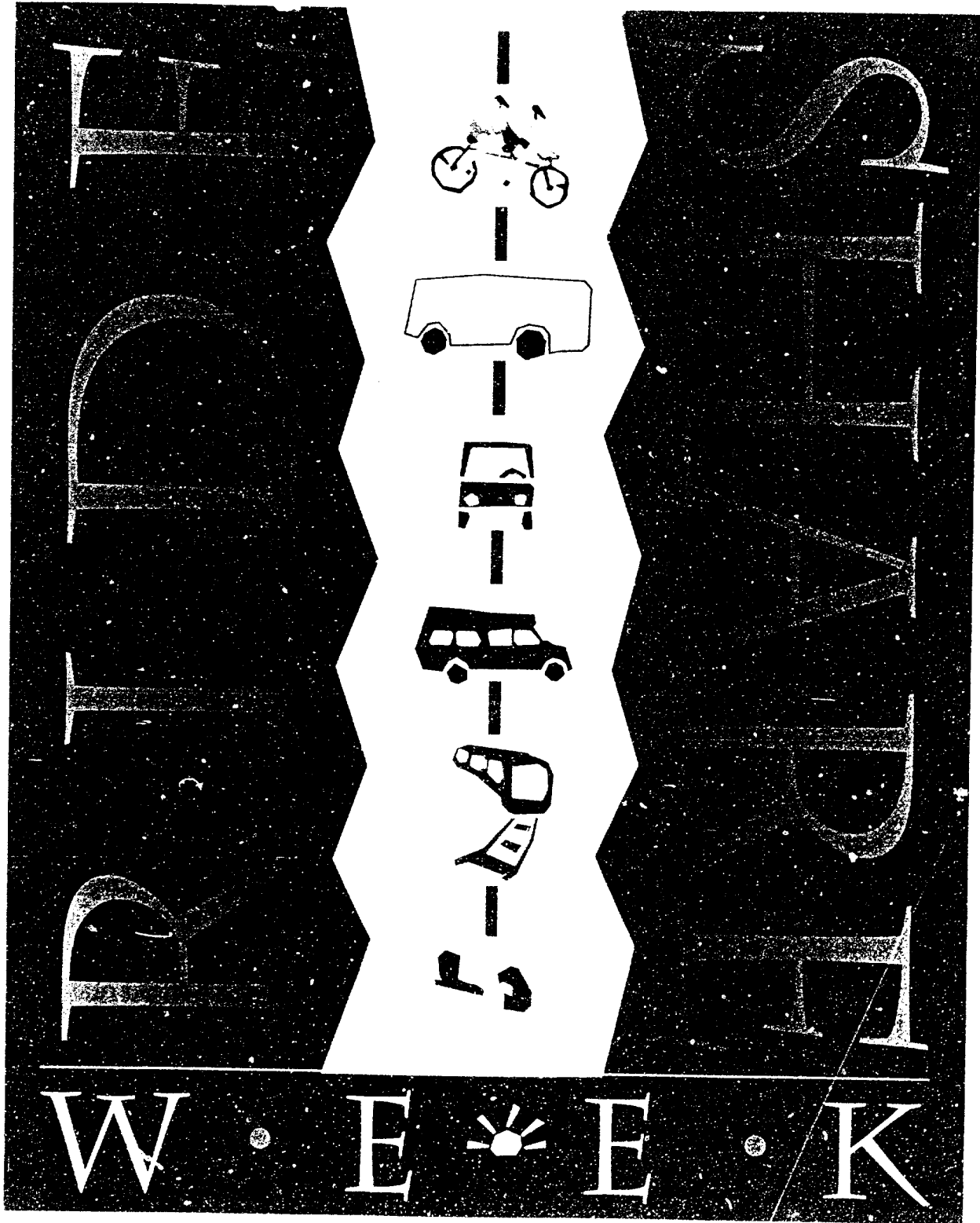
Newmarch: Okay.

Dispatcher: ...But I'll have someone go through the area, okay.

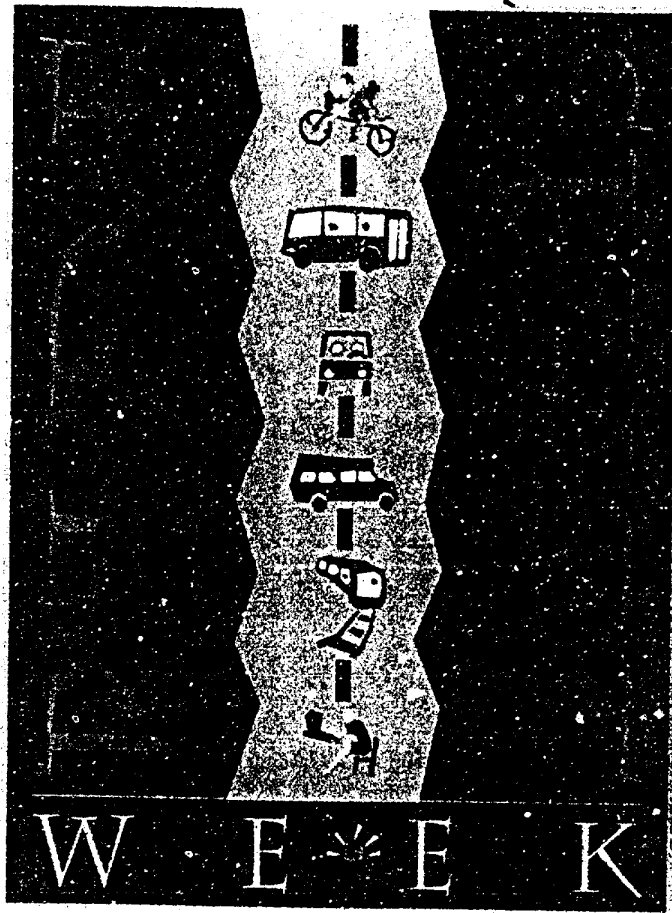
Newmarch: Okay, I'll just beat 'em up myself...okay.

Dispatcher: Excuse me?...What's that?

(AT THIS POINT, MR. NEWMARCH ENDED THE CONVERSATION BY HANGING UP THE RECEIVER)



EXT. WEST {



W · E · E · K

THE
SOLUTION
IS IN
YOUR
HANDS

FIND THE SOLUTION TO A BETTER COMMUTE AND WIN, WIN, WIN!

Sitting in traffic congestion, creating air pollution or wasting time behind the wheel isn't anyone's lifestyle. But you have choices. You can carpool or vanpool. You can take the bus, train or ferry. You can walk, bike or telecommute. Make a choice that fits your lifestyle. Join thousands of California commuters in trying an alternative to driving alone during California Rideshare Week '93. The solution is in your hands.

STATEWIDE TRAVEL PRIZES

- GRAND PRIZE**
LONDON, ENGLAND
One week for two in London, England.
Includes round trip air travel plus hotel accommodations for two.
- 1ST PRIZE**
HONOLULU, HAWAII
4 days/3 nights for two in Honolulu, Hawaii.
Includes round trip air travel plus hotel accommodations for two.
- 2ND PRIZE**
CANCUN, MEXICO
4 days/3 nights for two in Cancun, Mexico.
Includes round trip air travel plus hotel accommodations for two.
- RUNNERS UP**
3 Weekend Getaway Gift Certificates for two.
Includes 2 days/1 night hotel accommodations for two plus breakfast at a selection of 180 resort hotels in California and the United States.

DRAWING RULES

Prizes will be awarded to the winner of a random drawing held on October 15, 1993. The drawing will be held by a random drawing agent. The drawing will be held at the offices of the random drawing agent. The drawing will be held at the offices of the random drawing agent. The drawing will be held at the offices of the random drawing agent.

Entries must be received by October 8, 1993.
Prize drawing will be held October 15, 1993.



TO PLEDGE YOUR SUPPORT AND ENTER THE DRAWING, FILL IN THIS PANEL.

Yes! Enter me in the drawing. I pledge to share the ride during California Rideshare Week '93.

Instead of Driving Alone, I Will:

Carpool _____ Vanpool _____ Walk/Bike _____
Bicycle _____ Bus/Transit _____ Work at Home _____
Motorcycle _____ Rail _____ Other _____

How Do You Usually Get To Work?

Carpool _____ Vanpool _____ Walk/Bike _____
Bicycle _____ Bus/Transit _____ Work at Home _____
Motorcycle _____ Rail _____ Drive Alone _____
Other _____

(Please Print)

Name _____

Home Address _____

City _____ Zip _____

Major Cross Streets Nearest My Home _____

Mailing Address (if different) _____

Home Phone (optional) _____

Daytime Phone _____

Employer _____

Work Address _____

City _____ Zip _____

Major Cross Streets Nearest My Work _____

Where Did You Get This Card? _____

TO RECEIVE FREE RIDESHARING INFORMATION, FILL IN THIS PANEL.

Yes! I want to share the ride regularly, not just during California Rideshare Week. Send me information on alternatives to driving alone.

Are the hours you work flexible by more than 30 minutes?

Yes _____ No _____
Start work (hours/minutes) _____ am/pm
Leave work (hours/minutes) _____ am/pm

Check at least one:

The specific information you receive depends on where you live:

- I have a car available to share driving or take passengers.*
- I want to join a carpool as a passenger.*
- I want to join a vanpool as a passenger.*
- I want information on becoming a vanpool driver.
- I want transibus information.
- I want rail information.
- I want bicycling information.
- I'd like general information.
- Other: I'd like information about the following _____

*You will receive a free computerized list of people who want to share the ride in your area.

FOR CARPOOL/VANPOOL APPLICANTS ONLY

I understand that I am providing my name and address to the random drawing agent for the purpose of being selected to receive information on carpooling and vanpooling. I understand that I am providing my name and address to the random drawing agent for the purpose of being selected to receive information on carpooling and vanpooling. I understand that I am providing my name and address to the random drawing agent for the purpose of being selected to receive information on carpooling and vanpooling.

I consent to release this information for marketing purposes only.
Signature _____

METRO

The Stockton Record
August 21, 1993

Car pool officials drive new bargain

By Gene Turner
The Stockton Record

Transportation officials Friday announced another good reason to use public transportation or car pool instead of driving alone back and forth to work every day:

The guarantee of a taxi ride or rental car in an emergency when the bus or van breaks down.

That guarantee is the basis of a program announced Friday by San Joaquin/Stanislaus Ridesharing in preparation for its Rideshare Week promotion Sept. 20 to 24.

"It's like an insurance program against being stranded," said Susan Nejedly, program coordinator for San Joaquin/Stanislaus Ridesharing.

To qualify, a person must use an alternative to solo driving at least three days a week. That can be car or van pooling, public transportation or even bicycling, Nejedly said.

Participants can use the service up to four times a year.

The Rideshare program is working with taxi companies and car-rental companies to provide the service. California Department of Transportation funding is available to carry it on at least through next June 30. No startup date has been announced.

There will be no cost to employers whose workers join the program, other than the administrative time and paperwork needed to get them signed up, Nejedly said.

Overall, the ridesharing movement is continuing to grow, she said.

Among the participating employers are San Joaquin General Hospital, J.R. Simplot Co., Lawrence Livermore National Laboratory Site 300 near Tracy, San Joaquin Delta College, Interlake in Lodi, Doctors Medical Center in Modesto and California State University, Stanislaus.

Rideshare Week will be preceded by a Transportation Fair from noon to 2 p.m. Sept. 15 at the American Savings Plaza in downtown Stockton. There will be information on public transportation and ridesharing opportunities.

During the week of Sept. 20, programs will be held at various employment sites.

For information on ridesharing, call 800-527-4273.

August 21, 1993

Car pooling to get promoted this week *Lodi 8/21/93*

By Tim Epperson
San Joaquin News Service

Employers from San Joaquin and Stanislaus counties gathered at the University of Pacific Friday to kick off California Rideshare Week 1993.

The event, hosted by San Joaquin/Stanslaus Ridesharing, was designed to show employers how to initiate change among their employees' "drive alone" commuting habits. Car pooling, van pooling and mass transit are among the changes emphasized.

Nicolette Toussaint, a senior consultant with Communication Technologies of San Francisco, gave a presentation to the crowd of 75 people called "California's Love Affair with the Automobile — A Fatal Attraction."

She stressed the role cars play in people's lives.

"Cars are not just machines today," Toussaint said. "They are a status symbol that makes statements about who you are, how much power you have and yes they offer sex appeal."

She said Californians wasted about 1.2 billion hours in traffic jams last year — that's 10 days per person.

"You probably spent as much time sitting in traffic as you did on your vacation," she said.

Cars are the largest single unrestricted source of pollution in the nation. "In the San Joaquin Valley alone, pollution from automobiles account for a \$150 million loss of crops each year," she said.

The ozone levels in Fresno and Kern counties exceed those of Dallas, New York and Houston.

The only way to shift the bad commuting habits of Californians is through behavior modification, Toussaint said. The way for employers to shift behavior patterns of

would receive a voucher for a taxicab to take them where they need to go for free. However, the vouchers would only be offered to those who actively car pool.

American Savings Bank and San Joaquin/Stanslaus Rideshare are co-sponsoring a transportation fair Sept. 15 for Rideshare Week '93. The fair will be held from noon



MODESTO BEE
AUGUST 21, 1993

Rideshare backers ask folks to kick solo habit

By FRANCIS P. GARLAND
Bee staff writer

STOCKTON — Some view America's dependence on the automobile as a love affair barreling toward a breakup.

Nicolette Toussaint goes one step further. She says that dependence is an outright addiction, and kicking the habit is not going to be easy.

"We are hooked," Toussaint told an audience of about 75 Friday at the Pacific Club on the campus of the University of the Pacific. "At some point, we have to face it. There is no techno-fix that will save us."

Instead, people will have to change their values and expectations before they get out of their cars and cut down on air pollution.

That was the message Toussaint, a social marketing consultant, brought with her as San

Joaquin and Stanislaus counties lay the groundwork for California Rideshare Week '93.

This year's campaign, aimed at more than 327,000 commuters in the two counties, is scheduled for Sept. 20-24. A similar campaign will take place in Merced the same week.

The commuter corps and other motorists do more than their share to create air quality problems. According to the San Joaquin Valley Unified Air Pollution Control District, 60 percent of all air pollution in the valley comes from mobile sources — mostly trucks and cars.

That pollution, Toussaint said, results in a multitude of problems, not the least of which are health related.

The valley does not meet state or federal health-based standards

See Page B-2, RIDESHARE

RIDESHARE: Transportation fairs set for Stockton, Modesto

CONTINUED from B-1

for ozone formation, she said. Ozone, formed when certain gases react in the presence of sunlight, can irritate the respiratory tract, trigger asthma attacks, cause chest pain and coughing. It also injures plant and animal life.

Rideshare Week '93 won't get rid of those problems, but hopefully it will focus attention on traffic congestion and air quality, said Susan Nejedly, San Joaquin/Stanislaus Rideshare coordinator.

During that week, more than 50 employers in San Joaquin and Stanislaus counties will try to convince their workers to find a new way to work at least one day.

Employers will display Rideshare Week information on bulletin boards, posters and newsletters. Employers also will distribute pledge cards that use state and local prizes as incentives for employees to not drive alone one day during Rideshare Week.

By making a pledge, commuters enter a drawing for prizes.

'Sooner or later, we have to recognize that driving is not the unlimited personal right we think it is'

— Nicolette Toussaint

In San Joaquin County, pledge cards will be available at a downtown Stockton transportation fair Sept. 15 at American Savings Bank's outdoor plaza from noon to 2 p.m. There, pledge cards can be exchanged for an ice cream dessert.

The fair will feature alternative transportation vehicles such as bicycles, commuter vans and alternative fuel cars and vehicles from the Stockton Metropolitan Transit District and the valley pollution control district.

A similar event for Stanislaus County residents will be held at Vintage Faire Mall in Modesto. The fair will be from 10 a.m. to 7 p.m. Sept. 11, and from 11 a.m.

to 8 p.m. Sept. 12.

Representatives from the air pollution control district, American Lung Association and area transit districts will share information.

Nejedly also outlined ways employers can increase participation in ridesharing activity, such as preferential parking places for those who car-pool and guaranteed rides home — via taxis or rental cars — for those who share a ride to work.

Toussaint said statewide, motorists waste 1.2 billion hours a year in traffic. That's roughly 10.5 work days a year per person — a year's vacation for many

workers, Toussaint said.

Continued emphasis on the car will lead to a dead end, Toussaint said. "Simply put, our resources are limited," she said. "We are going to run out of gas, literally. During the next century we will exhaust our fossil fuel reserves."

Compounding the problem is that air and water resources also are dwindling, and the number of miles of driving keeps increasing, Toussaint said.

"Sooner or later, we have to recognize that driving is not the unlimited personal right we think it is," she said. "When it does happen, we have to modify our expectations and, harder still, change our habits."

That won't be easy, Toussaint admits. But she said research shows some people are ready to change.

"And if we give them the tools and the education," she said, "they'll do it."

For Rideshare information in San Joaquin and Stanislaus counties, call (800) 527-4273. In Merced County, call (800) 851-7427.

RIDESHARE WEEK '93
ACTIVITIES IN SAN JOAQUIN COUNTY

American Savings Bank and San Joaquin/Stanislaus Ridesharing are co-sponsoring a transportation fair, September 15, 1993, for Rideshare Week '93. Downtown Stockton businesses will distribute Rideshare Week PledgeCards to their employees. The employee is asked to "pledge" not to drive alone one day during Rideshare Week, September 20 - 24. By making the pledge, commuters are entered into a drawing for local and statewide prizes. Fairgoers will exchange their pledgeCard for an ice cream dessert to be enjoyed as they listen to the entertainment and browse through the exhibits. The fair will be held from 12:00 to 2:00 P.M. in the American Savings Bank outdoor plaza and will feature Stockton Metropolitan Transit District, San Joaquin Valley Unified Air Pollution District, alternative transportation vehicles (bicycles, commuter vans, alternative fuel cars) and more. Radio station KO93 FM will broadcast live from the event and will be conducting interviews with fair attendees.

Contact: Donna Aflague
1-800-52-SHARE

EMPLOYER CONTACT LIST

(Partial Listing)

American Savings Bank, Stockton - Contact Sandy Laggosoria 546-2656

San Joaquin General Hospital, Stockton - Contact Marla Ford 468-6042

Lawrence Livermore National Laboratory, Site 300, Tracy - Contact Jim Lane (510) 423-5245

(for additional names and numbers, contact Donna Aflague at 1-800-52-SHARE)

RIDESHARE WEEK '93
ACTIVITIES IN STANISLAUS COUNTY

In Stanislaus County more than forty employers will participate in promoting Rideshare Week '93 to their employees. The employers will display Rideshare Week information on their Bulletin Boards, place Rideshare Week Posters at designated areas, write articles in their newsletters and distribute pledge cards utilizing statewide and local prizes as incentives to encourage employees and the general public not to drive alone one day during Rideshare Week, September 20-24. Local sponsors, Save Mart Supermarkets, Royal Robbins, and Northern Tire & Wheel, will provide pledge cards and drop off centers at each of their locations.

On September 11th and 12th, Vintage Faire Mall and San Joaquin/Stanislaus Ridesharing will host an Information Transportation Fair promoting Rideshare Week '93. The fair will be held on September 11 from 10:00am - 7:00pm and on September 12 from 11:00am - 6:00pm. The San Joaquin Valley Unified Air Pollution Control District, City Transit and Stanislaus County Transit, American Lung Association and much much more will display information regarding air quality, alternative transportation, and health issues. Rideshare Week's official radio Station, KO93 FM, will be on location to conduct live interviews with commuters.

Contact: Raul Garcia
 1-800-52-SHARE

EMPLOYER CONTACT LIST

Cal. State Stanislaus University, Turlock - Lee Reiner, University Union Director 667-3776
Columbia College, Columbia - Richard Peralta, Personnel Manager, 575-6507

Doctor's Medical Center, Modesto - Susan Mendieta, Marketing Manager, 522-1110

Hershey Chocolate U.S.A., Oakdale - Rocky Goehring, Industrial Relations, 848-5100

J. C. Penney, Modesto - Steve Ranking, Personnel Manager, 527-5000

Modesto Bee, Modesto - Cathy Allison, Human Resources, 578-2092

Modesto Irrigation District, Modesto - Maree Hawkins, Public Affairs, 526-7390

Modesto Junior College, Modesto - Nancy Singer, Student Activities Director, 575-6308

Modesto Police Department, Modesto - Vicky Lundebly, Officer, 572-9500

Royal Robbins, Modesto - Suzanne Tubman, Outlet Manager, 529-6913

Save Mart Supermarkets, San Joaquin, Stanislaus, Tuolumne, Calaveras, and Amador Counties -
Sally Sanborn, Director of Trade of Consumer Relations, 577-1600

Sears Roebuck & Co., Modesto - Lynn Zollin, General Manager, 549-3200

Weinstock's, Modesto - Susan Buckley, Transportation Coordinator, 527-2530

Vintage Faire Mall, Modesto - Robb Jackson, Marketing Manager 527-3401

Yosemite Community College, Modesto - Richard Seralta, Personnel Manager, 527-5000



W • E •  • E • K

SEPTEMBER 20TH - 24TH, 1993 • (800) 52-SHARE

J&J West

California Rideshare Week '93
sponsored locally by



SAVE MART
SUPERMARKETS
SMART foods



Royal Robbins
Established
1975

MID Modesto
Irrigation
District



Northern
Tire & Wheel



Alpine Meadows
Bear Valley
Cal Florida Florist & Gifts
Delta Cyclery
Gottschalk's of Stockton
Hershey's Chocolate USA
Kirkwood

Marine World Africa USA
Pacific Gas & Electric
Quail Lakes Athletic Club
Ski Homewood
Stockton Hilton
Tri Valley Growers
Winchester Mystery House

We've got something to
C E L E B R A T E



California Rideshare Week '93

Kick off Luncheon
Friday, August 20, 1993

Guest Speaker
Nicolette Toussaint
"California's Love Affair with the Automobile - A Fatal Attraction"

The Pacific Club
Amos Alonzo Stagg Memorial Stadium
University of the Pacific, Stockton, California

San Joaquin / Stanislaus Ridesharing

ARCO  
Southern California Edison

San Joaquin / Stanislaus Ridesharing would like to thank ARCO and Southern California Edison
for their generous sponsorship of our kick off luncheon.

Participating Employers

(at press time)

American Savings Bank, Stockton

Bank of America, Modesto
Bronco Winery, Ceres

Cal. State Stanislaus University, Turlock
City of Modesto, Modesto
Columbia College, Columbia

Doctor's Medical Center, Modesto

Gottschalk's, Stockton & Modesto

Hershey Chocolate U.S.A., Oakdale

J.C. Penny, Modesto
J.R. Simplot, Lathrop

Kraft General Foods, Modesto

Lawrence Livermore National Labs Site 300,
Tracy

Macy's, Modesto
Mc Donald's, Modesto
Millers Outpost, Modesto
Modesto Bee, Modesto
Modesto Irrigation District, Modesto
Modesto Junior College, Modesto
Muller & Vail Tile Co., Stockton

Northern Tire & Wheel, Modesto

Orchard Distribution Center, Tracy
Overholtzer Church Furniture, Modesto

Pacific Gas & Electric -
San Joaquin and Stanislaus Counties

PETZ Enterprises Inc., Tracy
Patterson Frozen Foods, Patterson

Royal Robbins, Modesto

S&W Fine Foods Inc., Modesto and Turlock
San Joaquin Delta College, Stockton
San Joaquin General Hospital, French Camp
Save Mart Supermarkets -

San Joaquin, Stanislaus, Tuolumne,
Calaveras, and Amador Counties

SDMI, Tracy
Sears Roebuck & Co., Modesto
Stanislaus County, Modesto
Stockton Metropolitan Transit District, Stockton
St. Joseph's Medical Center, Stockton

Tri Valley Growers #1, 6 & 7, Modesto
Turlock Irrigation District, Turlock

U.S. Post Offices -
San Joaquin, Stanislaus,
and Tuolumne Counties

Weinstock's, Modesto
Wells Fargo Banks -
San Joaquin and
Stanislaus County Branches

Vintage Faire Mall, Modesto

Yosemite Community College, Modesto

CALIFORNIA RIDESHARE WEEK '93 KICK OFF LUNCHEON

Agenda

12:00 p.m.	Sign-in & Refreshments
12:15 p.m.	Lunch
12:45 p.m.	Welcome/Introductions Steve Dial
12:50 p.m.	Presentation by Nicolette Toussaint "California's Love Affair with the Automobile - A Fatal Attraction"
1:30 p.m.	Rideshare Week '93 Highlights Susan Nejedly
1:40 p.m.	Presentation of Employer Awards San Joaquin County Donna Aflague Stanislaus County Raul Garcia
1:50 p.m.	Introduction of New Program Services Susan Nejedly, Donna Aflague
2:00 p.m.	Adjourn

Your insurance policy against being stranded!



We can take the worry out of Ridesharing

YOUR GUARANTEE

The idea of carpooling, vanpooling, using public transit, walking or riding a bicycle to work sounds great, but what about the fear of being stranded in case of a family emergency, or carpool/vanpool vehicle breakdown? Don't worry. We'll guarantee you have a ride home if you participate in our Guaranteed Ride Home program.

YOUR INSURANCE POLICY AGAINST BEING STRANDED

If you do have an emergency, we'll get you home via taxi or rented car for **free**. And, if you need to make a stop on the way to deal with an emergency before going home – for example at your child's school – we'll get you there.

THE SIMPLE TERMS OF THE GUARANTEED RIDE HOME PROGRAM

To be eligible for the Guaranteed Ride Home Program,

- Your employer must be registered with the program (no cost)

You must:

- Work in San Joaquin or Stanislaus County
- Register for the program through your employer at least three working days before using the service
- Carpool, vanpool, use transit, walk or bicycle 3 times a week to and from work

YOU MAY USE THE GUARANTEED RIDE HOME IF:

- You become ill
- An immediate family member suffers an illness, injury or severe crisis (an immediate family member is a parent, sibling, spouse, guardian, significant other, your child)
- Damage to home or property (flood, break-in, fire)
- The driver of a carpool or vanpool has an emergency leaving riders stranded

THE GUARANTEED RIDE HOME PROGRAM IS DESIGNATED FOR UNEXPECTED EMERGENCIES. IT MAY NOT BE USED FOR:

- Overtime (unexpected or planned)
- Personal errands
- Pre-planned medical or dental appointments
- Business related travel
- Injury on the job (this is covered by Worker's Compensation)

A RIDE HOME IS JUST A PHONE CALL AWAY

You will be issued a Transportation Voucher when you register for the Guaranteed Ride Home Program. These vouchers are used as payment for both the taxi (including gratuity) and for the rental car. Guidelines for using the program are printed on the voucher. When you need to use the Guaranteed Ride Home service, simply take the voucher to your immediate supervisor. A phone call will be made to the appropriate agency (under 20 miles, a taxi, or over 20 miles, a car rental agency), and in just minutes you will be on your way.

SAN JOAQUIN / STANISLAUS RIDESHARING GUARANTEED RIDE HOME PROGRAM REGISTRATION FORM

Your Name: _____ Employer: _____
 Home Address: _____ Work Address: _____
 _____ Department: _____
 Hours: _____ Work Telephone: _____

PERSONAL INFORMATION NOTICE: Pursuant to the Federal Privacy Act (P.L. 90-578) and the Information Practices Act of 1977 (Civil Code Sections 1798.1 et seq.), notice is hereby given for the request of personal information by this form. The requested personal information is voluntary but, to enter into the carpool program the information is necessary. The principal purpose of the voluntary information is to promote ridesharing. The release of all or any part of the requested information will include applicant from the carpool program. Disclosure of personal information will be made to carpool matches and also as permissible under Article 6, Section 1798.17 of the IPA of 1977. Each individual has the right to request and proper documentation to inspect all personal information in any record maintained on the individual by an identifying particular. Direct any inquiries on information maintenance to your SRA Officer.

The following questions are asked in order to compare travel patterns before and after participation in the Guaranteed Ride Home Program.
 This information will be used to adjust and improve the program.

- How many days per week do you typically use the following means of travel to and from work?

a. Drive alone _____ days per week	e. Bicycle _____ days per week
b. Bus _____ days per week	f. Walk _____ days per week
c. Carpool _____ days per week	g. Telecommute _____ days per week
d. Vanpool _____ days per week	h. Other _____ days per week

(Please indicate) _____
- Have you changed how you travel to and from work since you learned about the Guaranteed Ride Home Program?
☐ Yes (Go to questions 3 and 4) ☐ No (Go to question 5)
- Before you learned about the Guaranteed Ride Home Program, how many days per week did you typically:

a. Drive alone _____ days per week	e. Bicycle _____ days per week
b. Bus _____ days per week	f. Walk _____ days per week
c. Carpool _____ days per week	g. Telecommute _____ days per week
d. Vanpool _____ days per week	h. Other _____ days per week

(Please indicate) _____
- How important was the Guaranteed Ride Home Program in your decision to change how you traveled to and from work? (check one)
☐ Very important ☐ Not at all important
☐ Somewhat important ☐ Other (Please indicate) _____
- What is the estimated distance from your home to your workplace? _____ miles
- Main travel route (I-5, Hwy. 99, etc)? _____
- How did you learn about the Guaranteed Ride Home Program? (check all that apply)

<input type="checkbox"/> Program brochure	<input type="checkbox"/> Friend or co-worker
<input type="checkbox"/> Other information provided at work	<input type="checkbox"/> Television, radio, newspapers
<input type="checkbox"/> Transportation Coordinator	<input type="checkbox"/> Other (Please indicate) _____

Supervisor's Name and Extension #: _____

If you participate in a carpool:

Driver's Name: _____ Dept: _____

Rider 1: _____ Dept: _____

Rider 2: _____ Dept: _____

If you participate in a vanpool:

Driver: _____ Dept: _____

Pick up and drop off location: _____

Address: _____ City: _____

GUARANTEED RIDE HOME PROGRAM RELEASE AND WAIVER OF LIABILITY

I, the undersigned, recognize that participation in the San Joaquin/Stanslaus Guaranteed Ride Home (GRH) Program is strictly voluntary and that such participation does not imply that I am acting in the course and scope of official company business.

I, the undersigned, request to register my participation in the GRH Program. I hereby assume full responsibility for all risk of injury or loss, including death, which may result from my participation in this program. I agree to hold harmless, release, waive, forever discharge and covenant not to bring suit or claim against San Joaquin County Council of Governments, San Joaquin/Stanslaus Ridesharing, and _____

its officers, agents and/or employees from any and all claims and demands which the undersigned may have against the said agency, officers, agents or employees, by reason of any accident, illness, injury or death, or damage to or loss or destruction of any property arising or resulting directly or indirectly from my participation in the GRH Program and occurring during such participation, or any time subsequent thereto, whether or not such loss, injury or death is caused or alleged to be caused in whole or in part by the negligent acts or omissions of the agency, their officers, agents or employees. The terms of this release shall serve as a release and assumption of risks for my heirs, executors, administrators and for all of my family members.

I, the undersigned, acknowledge that I have read the foregoing two paragraphs, and agree to the conditions outlined above.

Employee Name: (print) _____

Employee Signature: _____ Date: _____

Employer Name: (print) _____

Employer Signature: _____ Date: _____

Employee works in _____ Department _____ Extension# _____

This Application and Release and Waiver of Liability must be on file prior to participation in the Guaranteed Ride Home Program. Return completed form to:

RIDESHARING FACT SHEET

CENTRAL VALLEY STATISTICS

- 60% of all air pollution in the San Joaquin Valley comes from mobile sources (cars, trucks, trains,...).
- The Average Vehicle Ridership (AVR) for commute trips in the Central Valley is 1.11 while the regional AVR is 1.4 persons per vehicle.
- By 1999, the California Clean Air Act requires an AVR of 1.5 persons per vehicle and no net increase in vehicle emissions after 1997.
- In the past 20 years, total Vehicle Miles Traveled has increased twice as fast as the population growth and the AVR has decreased.
- Ozone, carbon monoxide, and particulate matter levels in the San Joaquin Valley for 1990 and 1991 reached non-attainment status and violated state and federal standards.
- Smog traps air pollution, mainly caused by motor vehicles, in the San Joaquin Valley and consequently destroys more than \$150 million worth of agricultural products each year.
- Most air pollution comes from simply starting the car - whether your trip is long or short.
- About 142,520 people or 74.6 percent of all commuters in San Joaquin County drive to work alone, compared to 16.2 percent who use car or vanpools and 1.2 percent who use public transit.
- About 113,062 people or 76.7 percent of all commuters in Stanislaus County drive to work alone, compared to 14.2 percent who use car or vanpools and 1.2 percent who use public transit.
- The average occupancy of San Joaquin and Stanislaus County commute vehicles is just 1.2 persons. If the average were increased to 1.4 per car, experts predict major congestion would be virtually eliminated.

-over-

- California Rideshare Week '92 efforts reduced fuel consumption by 879,000 gallons in San Joaquin and Stanislaus Counties.*
- California Rideshare Week '92 efforts reduced vehicle miles travelled by almost 18 million in San Joaquin and Stanislaus Counties.*
- California Rideshare Week '92 efforts reduced air pollution from cars - a decrease of 309 tons of emissions in San Joaquin and Stanislaus Counties.*
- California Rideshare Week '92 efforts reduced commute costs by over \$6 million in San Joaquin and Stanislaus Counties.*

*(Based on over 2,000 carpool/vanpool requests and a 24% placement rate. The statistics are calculated using the life of the average carpool/vanpool, which is 10 quarters for carpools and 12 quarters for vanpools).

Contact: Susan Nejedly
1-800-52-SHARE

RIDESHARING FACT SHEET

CALIFORNIA STATISTICS

- California is the third largest gasoline consumer in the world.
- Transportation consumes 75 percent of all the petroleum used in California or a total of 15.2 billion gallons of fuel.
- In 1989, Californians traveled more than 241 billion miles in their cars.
- Californians lose 200,000 hours a day to traffic congestion and another 200,000 hours a day due to traffic accidents.
- One person using transit for a year instead of driving alone would save 9.1 pounds of hydrocarbons, 62.5 pounds of carbon monoxide and 4.9 pounds of nitrogen oxides from being released into the air.
- Over 5 million additional vehicles will be registered in California over the next 10 years, a 26 percent increase in traffic on roads already at or beyond capacity.
- The growth in the number of miles driven in California is twice that of population growth.
- A doubling of traffic congestion will cost the average California motorist \$2,304 more per year and a tripling of congestion will cost \$4,044 more per year.
- Carpooling and vanpooling saved an estimated 42,430,113 gallons of vehicle fuel in 1989.
- By ridesharing for one year, a California commuter would save up to \$3,000 in gas, depreciation, insurance, and parking fees, not to mention wear and tear on his or her automobile.

CONTACT: Susan Nejedly
1-800-52-SHARE

RIDESHARING FACT SHEET

NATIONWIDE STATISTICS

- Motor vehicle transportation alone accounts for nearly 22 percent of all energy use in the United States and about half of all of the 17.2 million barrels of oil consumed per day.
- Transportation consumes 63 percent of all oil used in the United States.
- The average U.S. household consumes 1,014 gallons of gasoline per year and spends almost 19 percent of income on transportation -- second only to housing costs which total 31 percent.
- A single person commuting via transit, instead of driving alone, will save approximately 200 gallons of gas per year.
- In 1990, 69 percent of all urban interstate travel during peak drive time was congested with speeds averaging 35 mph.
- According to the United States Department of Transportation (USDOT), urban and suburban travel delays are expected to increase more than 400 percent on the nation's freeways in the next 20 years.
- Between 1980 and 1990, there was a 35 percent increase in the number of "drive-alones" in the U.S.
- The initial start-up and the first few minutes of warm-up expel 60 percent of the emissions of a 20 mile trip.
- Commute trips between home and work account for approximately 25 percent of all trips, 33 percent of vehicle miles traveled and 28 percent of the vehicle emissions.
- Four out of every five miles traveled in this country are by car.

CONTACT: Susan Nejedly
1-800-52-SHARE



RIDESHARING

Serving San Joaquin, Stanislaus, Tuolumne, Calaveras and Amador Counties

Starting a Preferential Parking Program

Parking lots these days aren't just places to park cars. They can actually be a powerful site to promote ridesharing. If your organization has a parking lot or leases space, consider the advantages of offering preferential parking to car- and vanpoolers. It's not only an effective incentive for rideshareers, it can also lower parking costs and allow you to take advantage of California state tax credits.

What is preferential parking?

Preferential parking is an incentive to rideshare that reserves conveniently located or advantageously priced parking places for employees who carpool or vanpool.

It's not only an effective incentive for rideshareers, it can also lower parking costs and allow you to take advantage of California state tax credits.

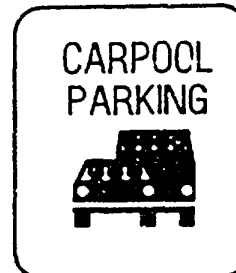
How do I establish a program?

Before setting up a program, ask yourself these important questions:

"What is my preferential parking program's potential for success?" Not surprisingly, preferential parking is most effective in locations where parking is costly or in limited supply. Yet even in a suburban business park with plenty of space, preferential parking places can still be a valuable incentive if the most preferred locations are reserved.

"What should be my program policies?" There is no special formula for a successful preferential parking program. But here are some things to consider as you develop policies to fit your organization's size and resources:

Pool size and membership: How many people will it take to qualify as a "pool?" Should carpools be treated differently than vanpools? Is there potential for "in-house" carpools and vanpools, or will members need to be recruited from neighboring companies?



Absences: What should be done when a pool member is sick or on vacation? Will a replacement rider be needed in order to use the preferential space?

Monitoring: You may need a monitoring system to enforce the program policies. It needn't be complicated; compliance can be checked by security, by random observation, or by regular phone contact. Just be sure your staff has enough time available to enforce your system.

"How many parking spaces will I need?" Using a survey, determine how many employees now carpool or vanpool. Then decide how many spaces you are willing to make available. Also, consider which spaces will be the most attractive to your carpools and vanpools. Preferred spaces are usually those closest to entrances, walkways, elevators, and offices. If parking is outside, sheltered spots near building entrances should be considered first. If your rideshareers will be using a parking garage, preferred parking should be on the ground floor near the exit.

"Can I designate extra parking spaces if I need them?" Because the number of carpools and

Starting a Preferential Parking Program

vanpools will probably increase as employees become aware of this ridesharing benefit, you may soon need more preferred parking spaces. Plan ahead so you can make them available as needed. But don't get ahead of yourself. A number of empty preferred spaces could affect your program's image.

How should I administer my preferred parking program?

Every preferential parking program has a number of important components:

Marketing: Inform employees that preferential parking is available and make sure all the rules are well understood. Continue to maintain the program's visibility—use paint or signs to mark the preferential spaces you are using. Highlight preferential parking benefits in your regular commute alternatives marketing and in your new employee orientation.

Opportunities for expansion: Reserve new spaces as new pools are formed. Create and monitor a waiting list in case the demand exceeds your supply. Compliance monitoring: To make sure your employees feel that the program is being administered fairly, ensure that all regulations are observed. Investigate all complaints from both poolers and non-poolers and be sure to publicize the outcome. Consider an official permit parking program.

Contact: Make phone or personal contact with pool members regularly. Be receptive to their concerns or comments—their ideas may be the key to your program's success.

Evaluation: Regular review will help you maximize the effectiveness of your efforts. And employee comments as well as personal observations will help you adapt the program to your organization's needs.

Where can I get more assistance?

San Joaquin / Stanislaus Ridesharing is here to help. Call your outreach coordinator at 1-800-52-SHARE. We will be happy to give you more information and assistance. We currently have a limited number of *free* "Carpool Parking" signs for those employers who act now to implement a preferential parking program. Ridesharing can also help you set up carpools and vanpools and find new members for existing pools.

You'll find that once you begin to sponsor a preferential parking program, its value will quickly become evident to both management and employees.



P.O. Box 1010
Stockton, CA 95201-1010
1-800-52-SHARE